

2012 UK Moving Trends

The 2012 UK Moving Trends is an annual report on home-moving trends in the UK, based on users of reallymoving.com.

The data issued in this report is based on around 100,000 registrations throughout 2012 for conveyancing, home removals and home surveys.

Facts and figures to note:

- Belfast, Newcastle upon Tyne and Newport are the 'stickiest' UK postcode regions with the highest percentage of home movers that remained in the same postcode region (~70%). *NB the Belfast postcode 'BT' covers the whole of Northern Ireland.* **Table A**
- South West England remains the most attractive region to move to with Torquay (48%), Truro (44%), Bournemouth (40%) and Dorchester (36%) postcode regions each reporting significantly more movers 'to' the area than the number of movers leaving. **Table C**
- London saw a continued exodus of residents, particularly North West London, which saw 44% fewer residents move to the NW postcode region than those moving from it. **Table D**
- Movers within the St Albans postcode region had the itchiest feet with 72% more moves per population than the national average. **Table E**

About reallymoving.com's 2012 UK Moving Trends

The 2012 UK Moving Trends is based on data from 100,000 registrations for quotes for moving services at reallymoving.com, such as conveyancing, home removals and home surveys in 2012.

Staying local

Tables A and B measure the percentage of home movers who are moving within the same postcode area. **Table A** displays the postcode regions that have retained the highest number of home movers in 2012. **Table B** shows the postcode regions with the least number of home movers to stay in the same area in 2012.

Where are people moving to?

Tables C and D measure the net migration for regions, showing the number of moves to each area as a percentage of the moves from it. **Table C** is ranked by this ratio to display the **most popular** destination postcode. **Table D** uses the same ratio to display the **least popular** destination postcodes for home movers in 2012.

Do I move?

Tables E and F measure the number of home movers from the area per population compared to the national average during 2012. **Table E** displays the postcode regions with the highest number of movers per population, and **Table F** shows the areas with the lowest.

About reallymoving.com

Reallymoving.com was launched in November 1999, and has become the UK's leading provider of free instant online quotes for home-moving services. The site provides instant quotes for a variety of services including domestic removals, conveyancing solicitors, surveyors and Scottish Home Reports with a choice of local and national providers.

For more information visit <http://www.reallymoving.com>.

For further media enquiries regarding the 2012 UK Moving Trends contact Rosemary Rogers, Director, reallymoving.com – 01727 238010.

Sticking around

The UK's towns and cities that retained the highest percentage of home movers in 2012. The data highlights the 'stickiest' places to live in the UK last year.

Table A: the postcode regions that have retained the highest number of home movers in 2012

| Rank | Area | Town | % of local movers that remain in their current postcode region |
|---------------------|------|---------------------|--|
| 1 | BT | Belfast | 72% |
| 2 | NE | Newcastle upon Tyne | 69% |
| 3 | NP | Newport | 68% |
| 4 | TS | Cleveland | 67% |
| 5 | CH | Chester | 66% |
| 6 | S | Sheffield | 66% |
| 7 | NR | Norwich | 65% |
| 8 | NN | Northampton | 65% |
| 9 | PO | Portsmouth | 65% |
| 10 | BH | Bournemouth | 64% |
| UK National Average | | | 50% |

WHAT THE TABLE TELLS US:

Residents within Northern Ireland and, the North Eastern hub of Newcastle upon Tyne and Newport in South Wales are found to be most loyal to their local area. Table A reveals that more than two-thirds (72 per cent) of home movers in Northern Ireland, Newcastle upon Tyne (69%) and Newport (68%) move within their current postcode region.

Table B: the postcode regions with the least number of home movers to stay in the same area in 2012

| Rank | Area | Town | % of local movers that remain in their current postcode region |
|---------------------|------|---------------------|--|
| 1 | EC | East Central London | 10% |
| 2 | NW | North West London | 19% |
| 3 | KW | Wick | 23% |
| 4 | E | East London | 26% |
| 5 | IG | Ilford | 26% |
| 6 | UB | Southall | 28% |
| 7 | W | West London | 28% |
| 8 | SW | South West London | 28% |
| 9 | N | North London | 29% |
| 10 | PH | Perth | 32% |
| UK National Average | | | 50% |

WHAT THE TABLE TELLS US:

With the small-sized densely-packed postcode regions in central London it is unsurprising that a high proportion of movers move outside their current region. Larger regions such as Wick (KW), Ilford (IG) and Southall/Uxbridge (UB) have a more mobile population, with only around 25% of movers staying in the same region, compared to the national average of 50%.

“I like it here”

This data highlights the most popular locations to move to in the UK. The number of people moving to a specific postcode region - as a percentage of all moves away from each corresponding postcode area.

Table C: the most popular postcode regions to move to in 2012 (the percentage of more moves to a specific postcode area than the number of moves away from the corresponding postcode region).

| Rank | Area | Town | % more moves to the area than moves from it |
|------|------|---------------------|---|
| 1 | TQ | Torquay | 48% |
| 2 | TR | Truro | 44% |
| 3 | BH | Bournemouth | 40% |
| 4 | DT | Dorchester | 36% |
| 5 | TD | Galashiels | 35% |
| 6 | DG | Dumfries | 32% |
| 7 | KW | Wick | 30% |
| 8 | LD | Llandrindod Wells | 29% |
| 9 | KA | Kilmarnock | 29% |
| 10 | WC | West Central London | 28% |

WHAT THE TABLE TELLS US:

The destinations that proved most popular with movers are predominantly in the South West of England and Southern Scotland. The attractive holiday resort of Torquay and the surrounding areas ranked top of the pile as the most popular place to move to in the UK with 48 per cent more moves to the TQ postcode region than the number of moves away from it. The Scottish borders and southern areas are also well represented with the Galashiels, Dumfries and Kilmarnock postcode regions also ranked in the top 10 of the most popular places to move to in the UK.

The South West of England has long been one of the most attractive areas to live in the UK. As in previous reallymoving.com moving trend reports, the largely coastal towns of Truro, Dorchester and Torquay are still seeing significantly more people moving into the area than out, perhaps as people seek to enjoy the region's relaxed and slower pace of life.

TORBAY'S ELECTED MAYOR, GORDON OLIVER, SAID OF TQ'S #1 POSITION: *“Torquay's prime coastal position makes it one of the UK's most popular destinations, made up of the three towns of Torquay, Paignton and Brixham, each with their own unique character.*

“Increasingly Torbay is raising its profile as a business location due to its competitive commercial benefits, which, coupled with the excellent quality of life, is making Torbay an attractive proposition for expanding or relocating businesses.

“Torbay is rapidly improving its transport links. It’s just two-and-a-half-hours to London by train, whilst links further afield are made simple by the proximity of Exeter and Bristol Airports offering flights to 112 countries.

“Road links to the South East are good, with the M5 and A303 running straight into Exeter, 20 miles away from Torbay and the rapidly improving road infrastructure will soon speed up the final part of the journey with the £110 million South Devon Link Road due for completion in 2015.”

Table D: the least popular postcode regions to move to in 2012 (the percentage of more moves away from a specific postcode area than the number of moves to the corresponding postcode region).

| Rank | Area | Town | % of fewer moves to an area than moves from it |
|------|------|-------------------|--|
| 1 | NW | North West London | 44% |
| 2 | SW | South West London | 37% |
| 3 | W | West London | 35% |
| 4 | SE | South East London | 33% |
| 5 | N | North London | 33% |
| 6 | E | East London | 32% |
| 7 | HA | Harrow | 27% |
| 8 | IG | Ilford | 25% |
| 9 | RM | Romford | 24% |
| 10 | UB | Southall | 23% |

WHAT THE TABLE TELLS US:

At the other end of the spectrum, Table D reveals those UK post code regions showing far greater numbers of residents moving out than in. The table includes vast areas of London at the very bottom of the table, where the figures show that almost twice as many people left as moved to North West London.

This data is based on registration for removals, conveyancing and surveys, so does not track young people moving to an area at the start of their careers who do not require any of these services.

Moving on

The number of movers per population versus the national average.

Table E: the postcode regions with the highest number of movers per population in 2012.

| Rank | Area | Town | % more moves per population than the national average |
|------|------|-------------|---|
| 1 | AL | St Albans | 72% |
| 2 | GU | Guildford | 68% |
| 3 | RG | Reading | 61% |
| 4 | SG | Stevenage | 57% |
| 5 | NN | Northampton | 56% |
| 6 | SN | Swindon | 52% |
| 7 | SP | Salisbury | 49% |
| 8 | SO | Southampton | 45% |
| 9 | BA | Bath | 44% |
| 10 | CB | Cambridge | 44% |

WHAT THE TABLE TELLS US:

A number of regions of South East England, all within commutable distance of London, are those with the highest number of movers per population. This probably reflects the fact that numerous young couples or families move to these areas, but then need to expand their accommodation to meet the needs of their growing families.

Table F: the postcode regions with the fewest movers per population in 2012.

| Rank | Area | Town | % fewer movers per population than the national average |
|------|------|------------|---|
| 1 | BT | Belfast | 64% |
| 2 | DG | Dumfries | 54% |
| 3 | PA | Paisley | 49% |
| 4 | KA | Kilmarnock | 48% |
| 5 | DD | Dundee | 42% |
| 6 | UB | Southall | 41% |
| 7 | WN | Wigan | 39% |
| 8 | ML | Motherwell | 35% |
| 9 | CA | Carlisle | 35% |
| 10 | AB | Aberdeen | 34% |

WHAT THE TABLE TELLS US:

It is noticeable that Scotland is a much less active moving market than South East England: six of the 10 regions with fewest movers per population are in Scotland.

Notes to Editors

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